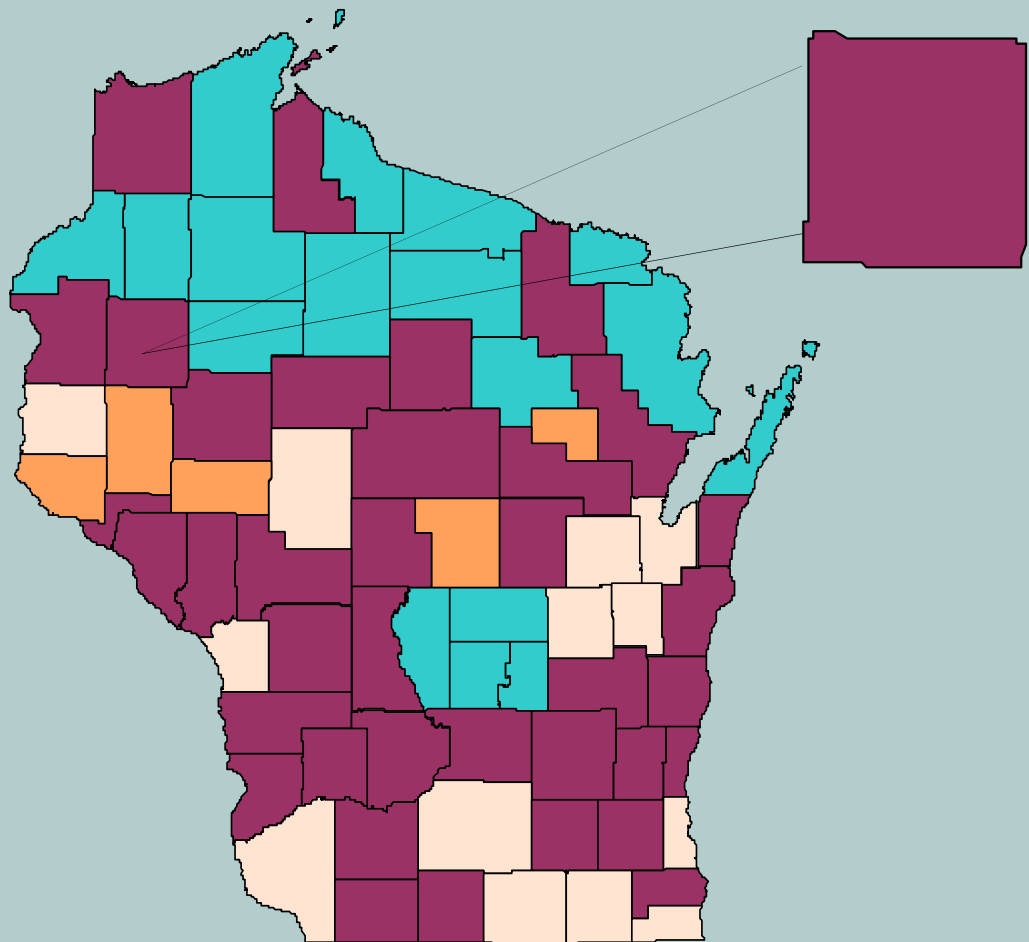


# Barron County Workforce Profile

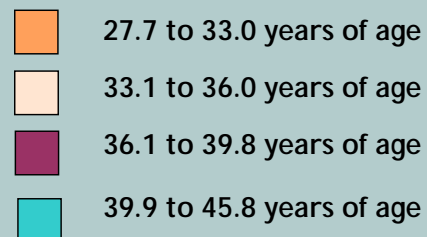
Median Age by County, 2000



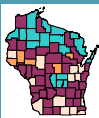
Your complete  
guide to the  
state of the  
labor force of  
today and a  
glimpse into  
the economy of  
tomorrow.



State of Wisconsin  
Department of Workforce Development  
October 2002



Source: Census 2000 of the United States



## County Population

The population in Barron County increased 10.3 percent to 44,963 according to Census 2000 information. That marked the third decennial census that the population increased. In 1970, following two decades of decline, the population in Barron County was 33,955. What makes the increase in the 1990s different from the other years is that most of it occurred from new residents moving into the county instead of an increase from births.

A net gain in population from migration means that more people moved to the county than moved out of the county. From 1990 to 2000, 3,604 new residents moved to the county. Census 2000 revealed that roughly 17 percent of the population over 5 years old lived in a different county in 1995. Of those new residents 39 percent moved from another state and 61 percent from some other county in Wisconsin.

While most of the increase in population occurred from migration, there were also 5,180 births that exceeded the 4,570 deaths. The population increase in Barron County ranked 37<sup>th</sup> in the state while the migration rate of 8.8 percent was nearly double the state migration rate of 4.7 percent. That pattern of growth continued through 2000 when the population increased by 0.7 percent, matching the percent increase in both state and nation.

The majority of new residents were white, although the county is becoming home to more ethnic groups. The American Indian population more than doubled from 144 in 1990 to 363 in 2000. Even though there is no reservation land within the county, the St. Croix Band of Lake Superior Chippewa is in Burnett County and the tribe owns the St. Croix Casino in Turtle Lake. The town of Maple Plain in the northwest corner of Barron County is home to over one-third of the county's American Indian population. The town of Maple Plain, with an increase of 43 percent and 266 residents, grew the fastest during the 1990s.

The largest and second largest municipalities, the cities of Rice Lake and Barron, added 322 and 262 residents, respectively from 1990 to 2000. The larger geographic area of the Town of Rice Lake, however, added 553 residents, the greatest increase in the county.

Many of the residents that moved to the county during the 1990s were older but not so old that they were ready to retire. The greatest increase in the population occurred in the 40-49 year old age group, followed by the second largest increase in the 50-59 year old age group. Some of the increase was from an aging population, but not all of it.

(Continued on page 2)

### Total Population

|               | 2000 Census | January 1, 2001 Estimate | Percent change |
|---------------|-------------|--------------------------|----------------|
| United States | 281,421,906 | 283,474,000              | 0.7%           |
| Wisconsin     | 5,363,675   | 5,400,449                | 0.7%           |
| Barron County | 44,963      | 45,278                   | 0.7%           |

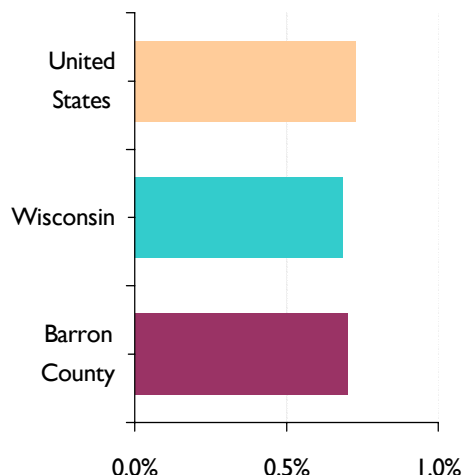
### Ten Largest Municipalities

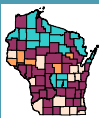
|                        |       |       |       |
|------------------------|-------|-------|-------|
| Rice Lake, City        | 8,320 | 8,375 | 0.7%  |
| Barron, City           | 3,248 | 3,275 | 0.8%  |
| Rice Lake, Town        | 3,026 | 3,050 | 0.8%  |
| Cumberland, City       | 2,280 | 2,292 | 0.5%  |
| Stanley, Town          | 2,229 | 2,248 | 0.9%  |
| Chetek, City           | 2,180 | 2,191 | 0.5%  |
| Chetek, Town           | 1,686 | 1,689 | 0.2%  |
| Cameron, Village       | 1,546 | 1,566 | 1.3%  |
| Prairie Lake, Town     | 1,369 | 1,381 | 0.9%  |
| Turtle Lake, Village * | 1,000 | 999   | -0.1% |

\* Barron portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

### Population Growth 2000-2001



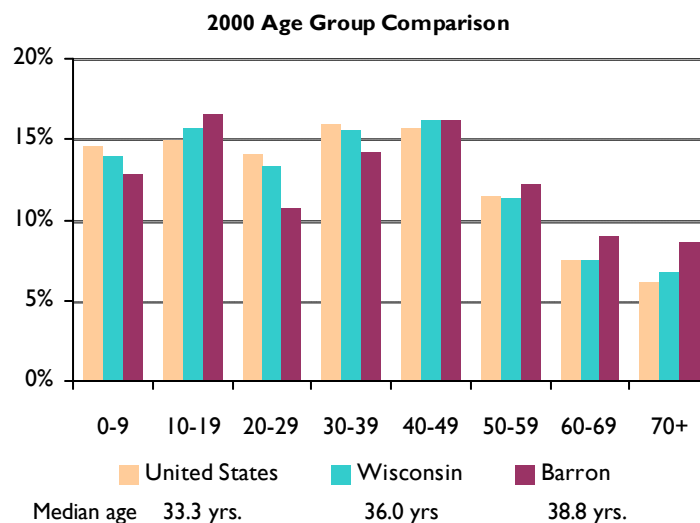


Increases in the age groups on the upper end of the spectrum had an impact on the median age in Barron County that increased to 38.8 years in 2000 from 34.5 years in 1990. The median age in the county is higher than both the median age in the state of 36.0 years and the nation of 33.3 years.

The higher median age means that there are more residents in the older population groups than in the younger age groups, something apparent in the graph on the right. The county has a smaller share of population in the youngest group than both the state and nation. The 10 to 19 year old group is larger than in both the state and nation reflecting the increase in births during the 1980s. However, once they graduate from high school, these residents leave the area to continue their education or search for work. This is evident in the dramatic drop in the 20 to 29 year old group.

Beginning at age 40, the county share of population in each age group is greater than in both the state and nation. This reflects the increase from new residents moving to the area and the aging of the last of the baby boom population. Over the age of 60 the county has a much larger share of population than the state and nation.

The consequences of this disparity on the current and future labor force cannot be overstated. While the labor force has already shown signs of dimin-



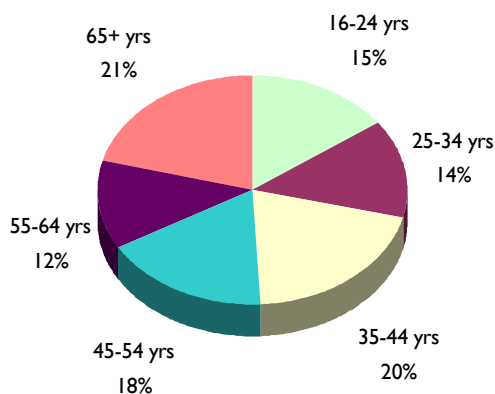
Source: US Department of Commerce, Census Bureau, *Census 2000*

ished growth, the full impact of fewer younger people available for the labor supply and an increasing older population preparing to retire will exacerbate the labor shortage. Compounding the problem of fewer workers is an aging population requiring more services that historically have been supplied by a young workforce.

The US Bureau of Labor Statistics (BLS) includes only the population 16 years and older as a potential source of labor. The BLS also excludes the population residing in institutions, such as nursing homes and prisons, and military personnel as a source of labor.

## County Civilian Labor Force

**Barron County Labor Force Age Groups**



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

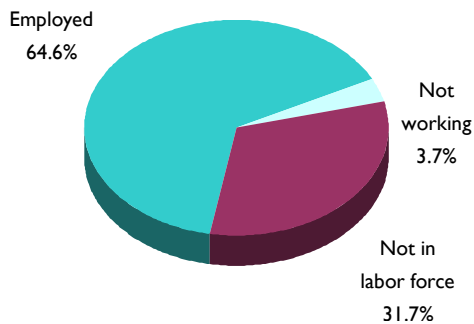
The Barron County population in 2000 16 years and older totaled 35,204. This population comprises the potential labor force in the county even though 21 percent is 65 years and older. The population over 65 years old shares some common characteristics. To begin with, most of them are retired, even though a recent trend has retirees returning to the workforce to pursue new interests.

Other age groups also share characteristics. The 16-24 year olds are generally in school, work part-time and during summer breaks, and are starting their first jobs. This group is largely responsible for the increase in labor force during the summer months.

(Continued on page 3)

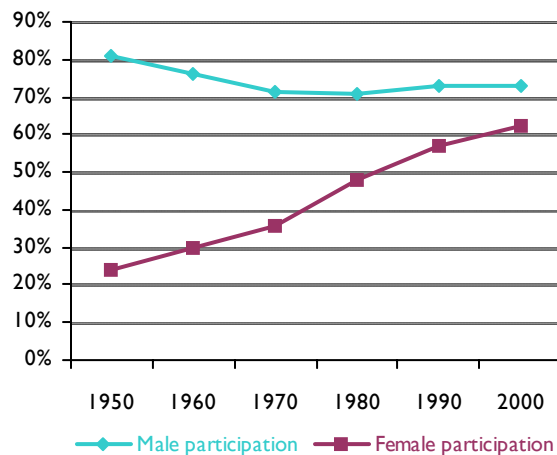


### 2001 Labor Force Participation



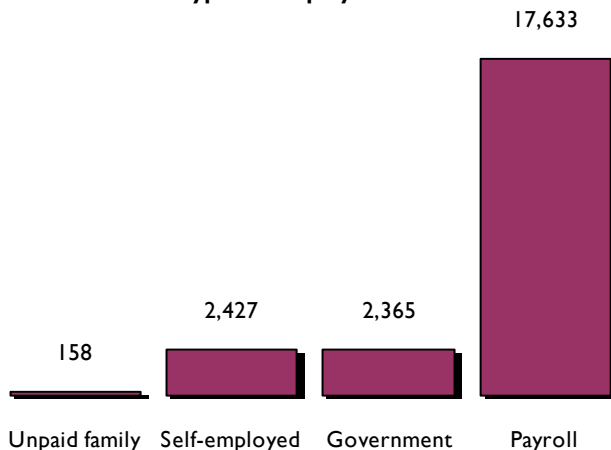
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

### Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, Census 2000

### Type of Employment



Source: US Dept. of Commerce, Census Bureau, Census 2000

The next group, 25-34 year olds, are the work-force of the future, developing and honing skills and beginning new careers. Many are starting and raising families, acquiring property, and working in at least one job if not two. Many of these same characteristics are shared by the next group, the 35-44 year olds. This group is also preparing to send children to college, adding or upgrading housing, and looking for ways to add to the family income. Labor force participation is often highest in this group.

By middle-age, workers begin to think about retirement, and during the 1990s, workers were retiring in their fifties. By 65 years old most of the population has retired.

Because each age group has different interests the number of individuals who are employed or at least look for work varies. Labor force participation rates by age groups from Census 2000 is scheduled for release in the fall of 2002.

An estimate for labor force participation for 2001 in Barron County includes 64.6 percent of the labor force age population that were employed, 3.7 percent of the population were unemployed and 31.7 percent choose not to work. The labor force participation rate in 2001 (the percent of the population 16 years and over that either worked or looked for work) was 68.3 percent.

This labor force participation is based on the estimates from the Local Area Unemployment Statistics (LAUS) program and is lower than the state rate of 73.5 percent but higher than the nation labor force participation rate of 66.9 percent. However, Census 2000 data (a snapshot of one month, April) indicates a slightly lower labor force participation rate than LAUS data (an estimate of the average of twelve months).

Labor force participation peaked in the county in the mid-1990s and has been falling steadily since then. Participation is currently less than in the state (73.5%) but higher than in the nation (66.9%). One of the primary reasons for lower participation is the large share of population over 65 years old, but a secondary reason is the availability of jobs.

Labor force participation varies not only by the age of the population but also by sex. Over the last fifty years, participation in the labor force of females has increased while participation of men has declined. There are a number of factors that serve as explanations for these divergent trends, but the

(Continued on page 4)

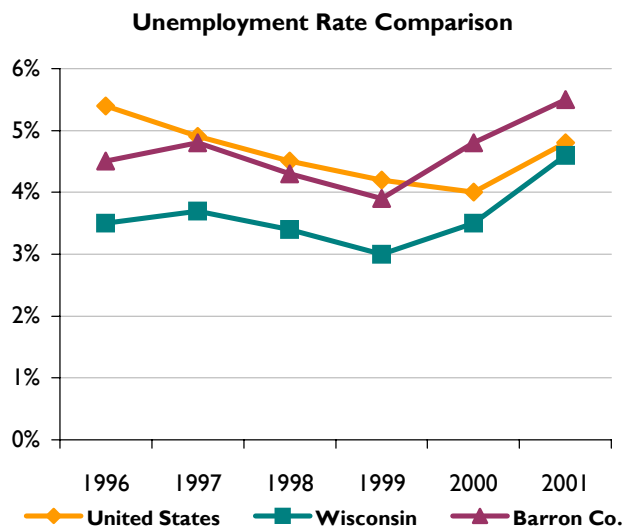


most comprehensive is the change from the county's industry mix away from goods-producing jobs towards service-producing jobs. Another factor is access to retirement income, especially for men who have been in the workforce longer and in more permanent positions, than women.

Labor force participants who work are engaged in several 'types of employment'. In Barron County 78 percent of the employed population work for a private employer and receive a payroll check. Government workers also receive a payroll check, but comprise only 10.5 percent of total employment.

With 11.4 percent of workers in Barron County self-employed or working as an unpaid family member, the share is much higher than in the state (6.4%). However, the share of self-employed and unpaid family workers has declined since 1990. Self-employed and proprietors tend to stay in the labor force longer than workers in payroll jobs and this decline could also be contributing to a lower labor force participation rate.

The number of self-employed and unpaid family members is a good reminder that total employment in the labor force includes more workers than just those employed in payroll jobs. It is one of the rea-

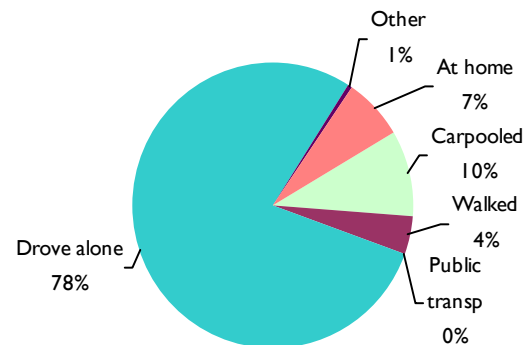


#### Barron County Civilian Labor Force Data

|                   | 1996   | 1997   | 1998   | 1999   | 2000   | 2001   |
|-------------------|--------|--------|--------|--------|--------|--------|
| Labor Force       | 24,300 | 24,500 | 24,400 | 23,300 | 23,700 | 23,900 |
| Employed          | 23,200 | 23,300 | 23,400 | 22,400 | 22,600 | 22,500 |
| Unemployed        | 1,100  | 1,170  | 1,040  | 910    | 1,140  | 1,310  |
| Unemployment Rate | 4.5%   | 4.8%   | 4.3%   | 3.9%   | 4.8%   | 5.5%   |

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002

#### County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, Census 2000

sons that total employment in most counties is greater than the number of nonfarm wage and salary employment (see page 5).

An additional factor that effects the local labor force is the number of workers who commute into, or out of, the county for jobs. Census 2000 revealed that roughly 14 percent of the workers residing in Barron County traveled outside of the county to work. The specific destination of those workers will be released in early 2003.

Over the last five years the number of employed residents in Barron County declined by 700 from 23,200 in 1996. During that time several major manufacturing employers in the county reduced their workforce or closed. Unemployment increased in 1998 and has remained high as workers laid off from one industry were not able to find jobs with other employers.

The unemployment rate is currently higher than the rate in either the nation or the state and has been since 1998. In addition to the loss of production jobs, seasonal fluctuations in construction and tourism jobs elevate the unemployment rate during the winter months and raise the annual average rate. In March 2001, the county unemployment rate reached 8.6 percent but by September it fell to 3.3 percent.



## County Industry Employment

### Nonfarm Wage and Salary Employment

|  | 1996   | 1997   | 1998   | 1999   | 2000   | 2001   | Percent change |        |
|--|--------|--------|--------|--------|--------|--------|----------------|--------|
|  |        |        |        |        |        |        | 1 year         | 5 year |
| <b>Total</b>                               | 19,901 | 20,483 | 21,073 | 21,268 | 21,554 | 21,419 | -0.6%          | 7.6%   |
| <b>Goods Producing</b>                     | 7,142  | 7,335  | 7,510  | 7,401  | 7,654  | 7,459  | -2.6%          | 4.4%   |
| Construction & Mining                      | 617    | 642    | 697    | 744    | 788    | 856    | 8.7%           | 38.6%  |
| Manufacturing                              | 6,524  | 6,692  | 6,812  | 6,657  | 6,867  | 6,603  | -3.8%          | 1.2%   |
| Durable                                    | 2,951  | 3,139  | 3,300  | 3,366  | 3,486  | 3,393  | -2.7%          | 15.0%  |
| Nondurable                                 | 3,573  | 3,553  | 3,513  | 3,291  | 3,380  | 3,210  | -5.0%          | -10.2% |
| <b>Service Producing</b>                   | 12,760 | 13,148 | 13,563 | 13,867 | 13,900 | 13,960 | 0.4%           | 9.4%   |
| Transportation, Communications & Utilities | 621    | 612    | 611    | 609    | 638    | 677    | 6.1%           | 9.0%   |
| Total Trade                                | 4,311  | 4,376  | 4,454  | 4,700  | 4,814  | 4,796  | -0.4%          | 11.3%  |
| Wholesale                                  | 536    | 528    | 549    | 581    | 565    | 568    | 0.6%           | 6.1%   |
| Retail                                     | 3,776  | 3,848  | 3,906  | 4,119  | 4,249  | 4,228  | -0.5%          | 12.0%  |
| Finance, Insurance, and Real Estate        | 459    | 469    | 491    | 469    | 436    | 429    | -1.6%          | -6.5%  |
| Services & Misc.                           | 3,308  | 3,528  | 3,717  | 3,741  | 3,621  | 3,741  | 3.3%           | 13.1%  |
| Total Government                           | 4,061  | 4,163  | 4,290  | 4,348  | 4,392  | 4,317  | -1.7%          | 6.3%   |

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Nonfarm wage and salary employment is an estimate of the number of jobs generated by employers who are located in Barron County. All payroll jobs are counted and included occupations from managers to laborers, who work full- or part-time in permanent, temporary, and seasonal positions, and are paid hourly, through commissions, or by piece-

work. Employment is classified using the Standard Industrial Classification (SIC) of the primary product of the employer.

It becomes apparent when you look at this table that Barron County employers rely on workers from outside the county to help fill jobs. There were 21,419 nonfarm wage and salary jobs in the

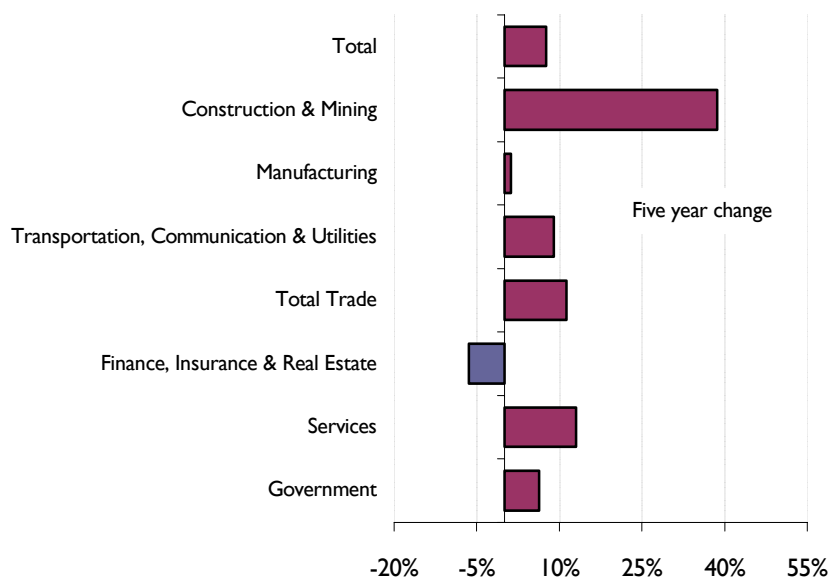
county in 2001, a year when the total labor force (county residents) was only 22,500. Workers from adjacent counties, especially Polk, Rusk and Washburn, commute to work in those jobs.

Total nonfarm employment increased 7.6 percent from 1996 to 2001, while employment statewide increased 8.7 percent. Since 1996, manufacturing employment has been up and down in 2001 was once again down. Roughly half of the loss of 360 nondurable goods production jobs over the five-year period occurred in 2001. The number of government jobs also declined in 2001, the first time in ten years.

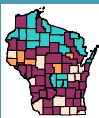
Job growth among service-producing employers continues to outpace growth from goods-producing employers. In 1990, 37 percent of the jobs in Barron

(Continued on page 6)

### Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002



### Top 10 Employers

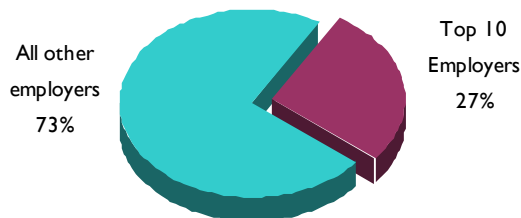
| Company                         | Product or Service                         | Size    |
|---------------------------------|--|---------|
| Jennie-O Turkey Store Inc.      | Food products: turkey                      | 1,000+  |
| St. Croix Casino                | Amusement services: gaming                 | 1,000+  |
| Rice Lake Public School         | Education                                  | 250-499 |
| County of Barron                | Executive & general government             | 250-499 |
| Sanmina-Sci Enclosures Systems  | Rubber & plastic products: molded castings | 250-499 |
| Lakeview Medical Center Inc.    | Health care services: hospital             | 250-499 |
| Rice Lake Weighing Systems Inc. | Industrial equipment: weighing instruments | 250-499 |
| McCain Foods USA Inc.           | Food products: vegetables                  | 250-499 |
| Wal-Mart Associates Inc.        | General merchandise store                  | 250-499 |
| Truth Hardware Corp.            | Fabricated metal products: die casting     | 250-499 |

### Top 10 Industry Groups

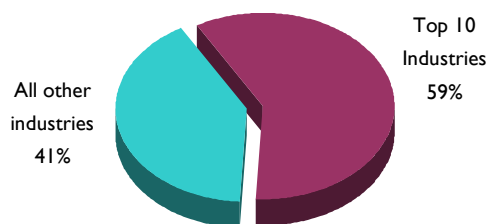
| Industry Group                        | March 2001 |           | Numeric change |        |
|---------------------------------------|------------|-----------|----------------|--------|
|                                       | Employers  | Employees | 1-year         | 5-year |
| Food and Kindred Products             | 10         | 2,514     | -25            | -305   |
| Health Services                       | 54         | 1,670     | 33             | 154    |
| Educational Services                  | 11         | 1,650     | -85            | 94     |
| Amusement & Recreation Services       | *          | *         | *              | *      |
| Eating and Drinking Places            | 99         | 1,227     | 48             | 173    |
| Fabricated Metal Products             | *          | *         | *              | *      |
| General Merchandise Stores            | 16         | 887       | -2             | 142    |
| Executive, Legislative, and General   | 36         | 884       | -26            | -181   |
| Industrial Machinery and Equipment    | 15         | 878       | 67             | 194    |
| Automotive Dealers & Service Stations | 51         | 732       | -6             | 67     |

\*data suppressed to maintain confidentiality

Top 10 Employers' Share of Nonfarm Employment



Top 10 Industry Group Share of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

County were with employers in the goods-producing sector. That share dropped to 35 percent in 2001 even though goods-producing employers added 320 jobs.

Most of the loss in nondurable goods jobs was from employers in food and kindred products. In spite of the loss of 305 jobs since 1996, the industry group remains the largest in the county. Two of the largest employers are from food products. Jenny-O

Turkey Store, under several names, has been the county's largest employer since 1976. Out of 1,255 employers in the county, this list provide 27 percent of all the jobs.

The list of largest industries also includes three groups from retail trade, eating and drinking establishments, general merchandise stores and auto dealers and service stations. Retail trade employers

(Continued on page 7)





are often small and are not included on lists of the largest employers, but together they provide many jobs for local workers.

Employers in the manufacturing industry division still provide the greatest share of jobs, and the largest payroll, in the county. Workers with manufacturers also have the highest average annual wages at \$33,245, even though it is only 83.7 percent of the wages for similar workers statewide.

Construction workers, comprising less than four

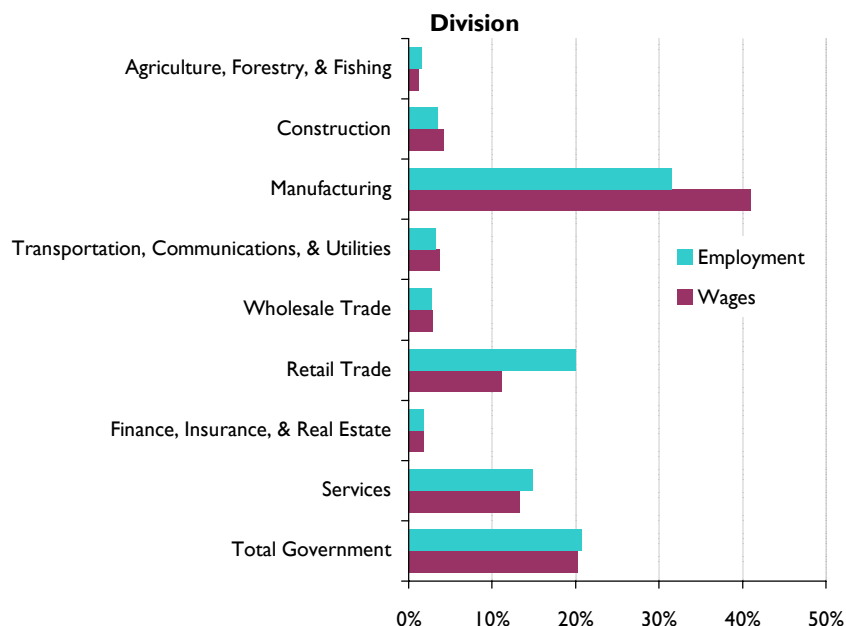
percent of the workforce, earn the second highest annual average wage in the county.

Retail trade employers provide the second greatest number of jobs in the county, but only the fourth highest payroll and the lowest annual average wage. Many of the jobs in retail trade are part-time and seasonal and often have a high turnover rate. These conditions, plus lower hourly wages, lead to lower average annual wages. Retail workers in the county, though, earn nearly the same as workers statewide.

The share of government employment and payroll is high in Barron County because employment from the St. Croix Casino were included for the first time in 2001. Many of these jobs are part-time which helps explain why the annual average wage for government workers declined in 2001.

Of the caveats that affect the annual average wage in an area, part-time and seasonal work, turnover, overtime; one, employer reductions, still needs mentioning. Employers generally lay off the least senior workers who earn less money than those retained. The higher wages of the remaining workers inflate the increase in wages over a year. This is especially true in manufacturing.

**2001 Employment & Wage Distribution by Industry**



**Annual Average Wage By Industry Division**

|   | Barron Co.<br>Annual Average<br>Wage | Wisconsin<br>Annual Average<br>Wage | Percent of<br>State Average | 1-year<br>percent<br>change | 5-year<br>percent<br>change |
|---|--------------------------------------|-------------------------------------|-----------------------------|-----------------------------|-----------------------------|
| All Industries*                             | \$ 25,507                            | \$ 30,922                           | 82.5%                       | 10.0%                       | 29.7%                       |
| Agriculture, Forestry, & Fishing            | \$ 20,454                            | \$ 22,565                           | 90.6%                       | -2.6%                       | 25.6%                       |
| Construction                                | \$ 31,054                            | \$ 39,011                           | 79.6%                       | 4.4%                        | 36.1%                       |
| Manufacturing                               | \$ 33,245                            | \$ 39,739                           | 83.7%                       | 17.8%                       | 45.9%                       |
| Transportation, Communications, & Utilities | \$ 29,854                            | \$ 36,639                           | 81.5%                       | 4.8%                        | 18.1%                       |
| Wholesale Trade                             | \$ 26,885                            | \$ 40,521                           | 66.3%                       | 8.0%                        | 26.3%                       |
| Retail Trade                                | \$ 14,215                            | \$ 14,596                           | 97.4%                       | 8.5%                        | 27.6%                       |
| Finance, Insurance, & Real estate           | \$ 25,525                            | \$ 40,933                           | 62.4%                       | 5.9%                        | 11.5%                       |
| Services                                    | \$ 22,840                            | \$ 28,775                           | 79.4%                       | 11.3%                       | 28.6%                       |
| Total Government                            | \$ 25,103                            | \$ 33,785                           | 74.3%                       | -2.9%                       | 8.9%                        |

\* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*





## Occupation and Education Characteristics of County Population

The previous pages explored jobs classified by industry, but jobs are also classified by occupation. Data on occupation employment is more difficult to access, especially at the county level, but the census offers a glimpse into the types of occupations in Barron County. The distribution of occupations reflects the employment of all resident workers, including those that are self-employed.

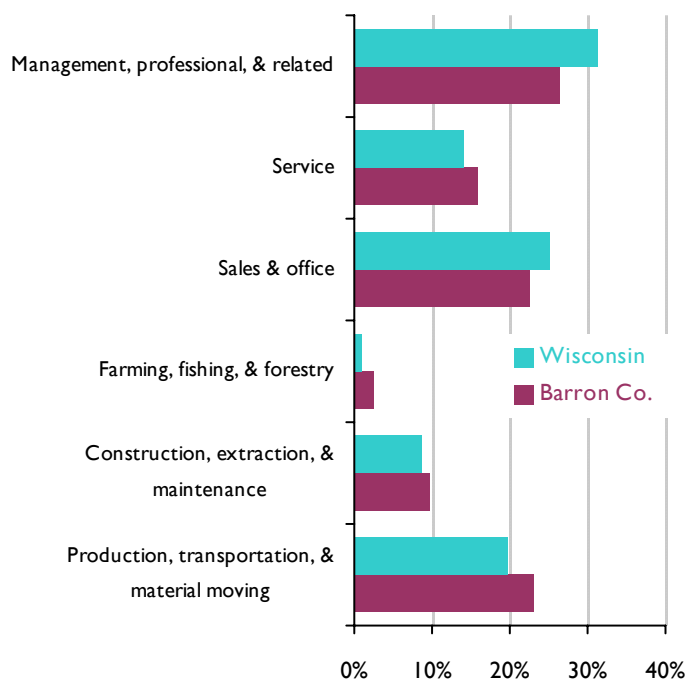
The largest group in the state is management, professional and related occupations, as it is in Barron County. In Barron County, however, it is only slightly larger than the group that includes production occupations which is consistent with the industry composition.

The management, professional and related occupations in Barron County primarily include jobs as teachers and health care professionals. These jobs are found with employers in the services industry division and local school districts and require education and training beyond high school. Nationally, 80 percent of jobs in this group require post-secondary education, while in Wisconsin, roughly 78 percent do.

In Barron County 43 percent of the population 25 years old and over has some education beyond high school, but only 15 percent hold a college degree. Statewide, 22.5 percent of the same population group holds a college degree (Census 2000).

Over one-quarter of the population has 1-3 years of post-secondary education that could include

Employment by Occupation Group: 2000

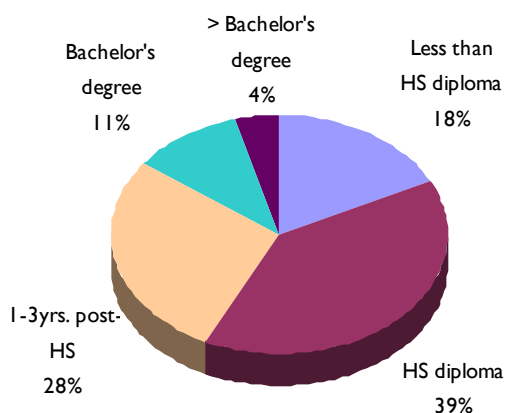


US Department of Commerce, Census 2000

some college with no degree, an associate degree, or technical college training. Workers in this group find employment in all occupational groups including the production, transportation, and material moving occupational group, the second largest in the county. Employers now expect workers in these occupations to have some training beyond high school. The same is true of many of the sales and office occupations, the third largest group in the county. Workers in these occupations, such as accounting clerks, advertising assistants, technical sales representatives, and general office clerks, are employed in all industries.

The fourth largest group is service occupations. This group is slightly larger in the county than in the state and has the fewest occupations that require training beyond high school. Workers in service occupations comprise 16 percent of the workforce in Barron County compared with 14 percent in the state. Service occupations include nurse aides, janitors, kitchen workers, waiters, and police and firefighters. Wages for many of these jobs are low and workers often work less than 40 hours per week.

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*



## County Income Information

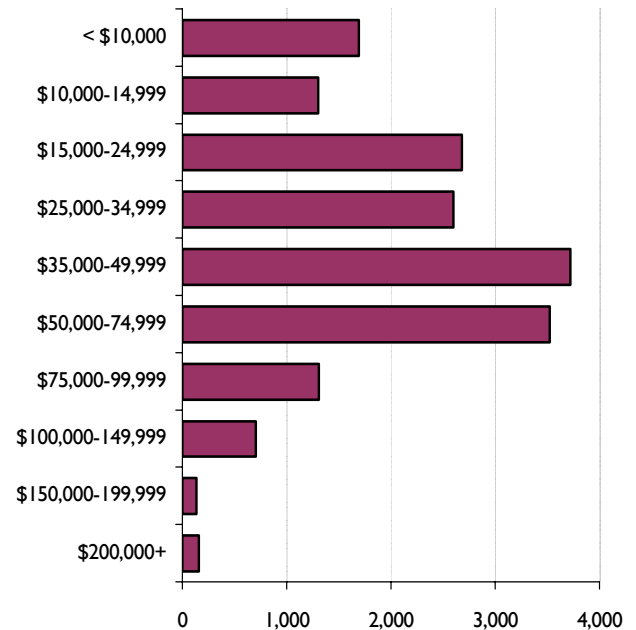
The median household income in 1999 (last full year of income data used for census) in Barron County of \$37,275 was 85 percent of the state median income of \$43,791. Only a few households in the county had an annual income over \$100,000 while nearly 17 percent earned less than \$15,000. So many households with low income contribute to a poverty rate in the county of 8.8 percent that is slightly higher than the rate in the state of 8.7 percent.

Household income is higher than either per capita personal income or annual average wages because households generally include more than one person (the average in Barron County is 2.5 persons per household) and workers often hold more than one job. In addition to wages from all workers, household incomes includes earnings from self-employment, proprietorships, investments, assets, social security, retirement, Veteran's benefits, welfare, and unemployment benefits.

Per capita personal income (PCPI) is the total income in an area, \$1,005,315,000 in Barron County, divided by the total population. PCPI in Barron County in 2000 of \$22,320 was 79 percent of the PCPI in Wisconsin and 76 percent of the United States. In the last year it increased 3.6 percent, less than the increase of 4.6 percent in the state and 5.8 percent in the nation.

Incomes are lower in Barron County, not only because of lower wages but also because of a larger elderly population living on fixed incomes. Income

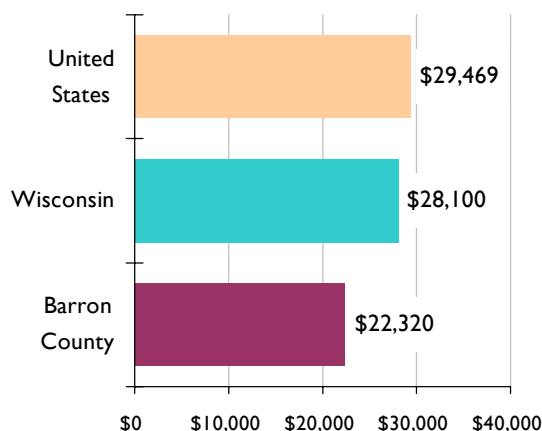
**Households by Income Range**  
Median household income in Barron Co. \$37,275



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

from government retirement and medical payments comprises 82 percent of transfer payments and transfer payments in the county are a much greater share than in either the state or nation. The population living on fixed income will only increase in the next ten years.

**Per Capita Personal Income 2000**



Source: US Department of Commerce, Bureau of Economic Analysis

**Components of Total Personal Income: 2000**

